

Message Text

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TAGS: BPRO, BEXP, UK

SUBJECT: PHOTOGRAPHIC COVERAGE & INTERIM RESULTS FOR
IN-STORE PROMOTION: KENDALS

REF: USDOC 8448, LONDON 6985

1. REQUESTED PHOTOGRAPHS SENT R. GOOTENBURGH. USDOC, INTERNATIONAL AIR MAY 19. 1976. CAPTION ON PHOTO C1.21A SHOULD BE CHANGED FROM "STORE BUYER. ." TO -MRS. DORIS BROSK AMERICAN CHILDREN'S CLOTHING MANUFACTURER SHOWS HER 'SUN FRILLS' LINE TO AMBASSADOR ARMSTRONG IN PRESENCE OF LORD MAYOR AND LADY MAYORESS OF MANCHESTER-DAME KATHLEEN OLLERENSHAW AND HER DAUGHTER-IN-LAW, MRS. CHARLES OLLERENSHAW.-
2. AVAILABLE INTERIM MARKET INFO REQUESTED USDOC REFTEL FOLLOWS. STORE CARRIED U.S. CONSUMER GOODS IN EVERY DEPARTMENT FROM RECORDS AND MUSICAL INSTRUMENTS TO HAIR DRYERS AND FROM FURNITURE TO FANCY CANDY. ALTHOUGH DATA HAS NOT BEEN FORMALLY GATHERED ASSISTANT MERCHANDISE MANAGER, ANN LEWTY. REPORTED SALES THROUGHOUT STORE EXCEPTIONAL FOR THIS TIME OF YEAR AND OPENING DAY CROWD LARGEST FOR ANY PROMOTION EVER HELD BY KENDALS. BEST SELLING NEW TO STORE ITEMS WERE WOOD OCCASIONAL FURNITURE (FOLLOWED CLOSELY BY UPHOLSTERED FURNITURE); WESTINGHOUSE REFRIGERATORS AND FREEZERS; LADIES BEACHWEAR, PARTICULARLY ROSEMARY READ AND ELIZABETH STEWART LINES; COSTUME JEWELRY (BY MONET) AND COOKWARE AND KITCHEN GLASSWARE FROM VARIETY OF MANUFACTURERS. EXCELLENT AND UNCLASSIFIED

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EXPANDED SALES WERE REGISTERED IN CHILDREN'S WEAR AND

WOMEN'S LINGERIE.

3. NO REPORT ON KENDALS IN-STORE PROMOTION COMPLETE WITHOUT MENTIONING SIMULTANEOUS SUPPORT BY EMBASSY'S AGRICULTURAL ATTACHE'S OFFICE. FOOD SECTION KENDALS COMPLETELY FILLED WITH U.S. PRODUCTS INCLUDING BOORDY AMERICAN WINES FROM EAST COAST AND VAST VARIETY FRESH FRUITS AND VEGETABLES FLOWN IN FROM CALIFORNIA. CANNED AND FROZEN GOODS WERE ALSO FEATURED THROUGHOUT FOOD SECTION.

4. BECAUSE AMBASSADOR ARMSTRONG AND LORD MAYOR PARTICIPATED IN OPENING RECEPTION AND CEREMONIES, EXCEPTIONAL PRESS COVERAGE CREATED. REGIONAL TELEVISION CARRIED ABOUT THREE MINUTES EXCELLENT FOOTAGE SHOWING AMBASSADOR AND LORD MAYOR TOURING KENDALS ON EVENING OPENING. MAJOR LOCAL PAPERS GAVE EXTENSIVE ARTICLE AND PICTURE COVERAGE DESPITE FACT THAT UNUSUAL NUMBER MAJOR NEWS STORIES BROKE AT TIME OPENING. AMBASSADOR ARMSTRONG MENTIONED IN-STORE PROMOTION AT KENDALS IN SPEECH TO LEADING MANCHESTER BUSINESS AND PROFESSIONAL MEN ON NIGHT OF OPENING CREATING SPECIAL INTEREST AMONG COMMUNITY LEADERS.

5. DETAILS PROMOTIONAL EVENTS CARRIED OUR REFTTEL. ARMSTRONG

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